

# Nonresponse Followup Partnership Social Media Guide

Customizable Social Media Content for  
2020 Census Partners

August 2020

**Non-editable PDF for Reference Only**

United States<sup>®</sup>  
**Census**  
**2020**

# Updates for Partners

The U.S. Census Bureau thanks you for your support as a partner on the 2020 Census campaign. Now is the time we need your support the most – time is running out for us to get a complete and accurate count! With your help, we can stress the importance of the 2020 Census and let people know there is still time for them to help shape the future of their communities. We have created this content guide to support your 2020 Census promotions during the Nonresponse Followup phase of the census. Visit our [Partners](#) Outreach Materials page on 2020CENSUS.GOV for more materials and resources.

Social media is a great way to share helpful information about the 2020 Census, especially as we reach this crucial stage of operations. This guide includes:

- Sample posts with downloadable images and videos for use on your social channels. ¶To save images, right-click and select “Save as Picture.” To save videos, right-click and select “Save Media as.”¶
- 2020 Census social media information.
- Social media asset dimensions by channel.

We encourage you to add your personal touch to the post copy included in this deck.

# Census Bureau Social Media Information

# 2020 Census Social Media Information

Please tag the U.S. Census Bureau and use the official 2020 Census hashtag in all posts. We prefer that you include links to Census Bureau webpages, but we understand that there may be instances in which you do not want to lead your audience away from your own social media channels.

## U.S. Census Bureau Official Social Media

Facebook – @uscensusbureau

<https://www.facebook.com/uscensusbureau/>

Instagram – @uscensusbureau

<https://www.instagram.com/uscensusbureau/>

Twitter – @uscensusbureau

<https://twitter.com/uscensusbureau/>

Hashtag – #2020Census

## Key URLs – English language

2020 Census homepage

<https://2020census.gov/en>

What Is the 2020 Census?

<https://2020census.gov/en/what-is-2020-census.html>

Who To Count on Your Census

<https://2020census.gov/en/who-to-count.html>

Impact in Your Community

<https://2020census.gov/en/community-impact.html>

How the Census Bureau Protects Your Data

<https://2020census.gov/en/data-protection.html>

Census Takers in Your Neighborhood

<https://2020census.gov/en/census-takers.html>

## Key URLs – Spanish language

2020 Census homepage

<https://2020census.gov/es>

¿Qué es el Censo del 2020?

<https://2020census.gov/es/what-is-2020-census.html>

A quién contar en su censo

<https://2020census.gov/es/who-to-count.html>

El impacto en su comunidad

<https://2020census.gov/es/community-impact.html>

Cómo protege su información la Oficina del Censo

<https://2020census.gov/es/data-protection.html>

Los censistas en su comunidad

<https://2020census.gov/es/census-takers.html>



# Social Media Asset Dimensions

The following indicates the optimal social media platforms for different dimensions and aspect ratios.

Dimensions	Aspect Ratio	Content Type	Optimal Platforms
1080 x 1080	1:1	Static images	Instagram, Facebook, Pinterest
1080 x 1080	1:1	Video	All social media platforms
1200 x 675	16:9	Static images	LinkedIn, Twitter
1200 x 675	16:9	Video	Fine for all social media platforms, but not recommended for Instagram

# NRFU Content

# Social Media Assets

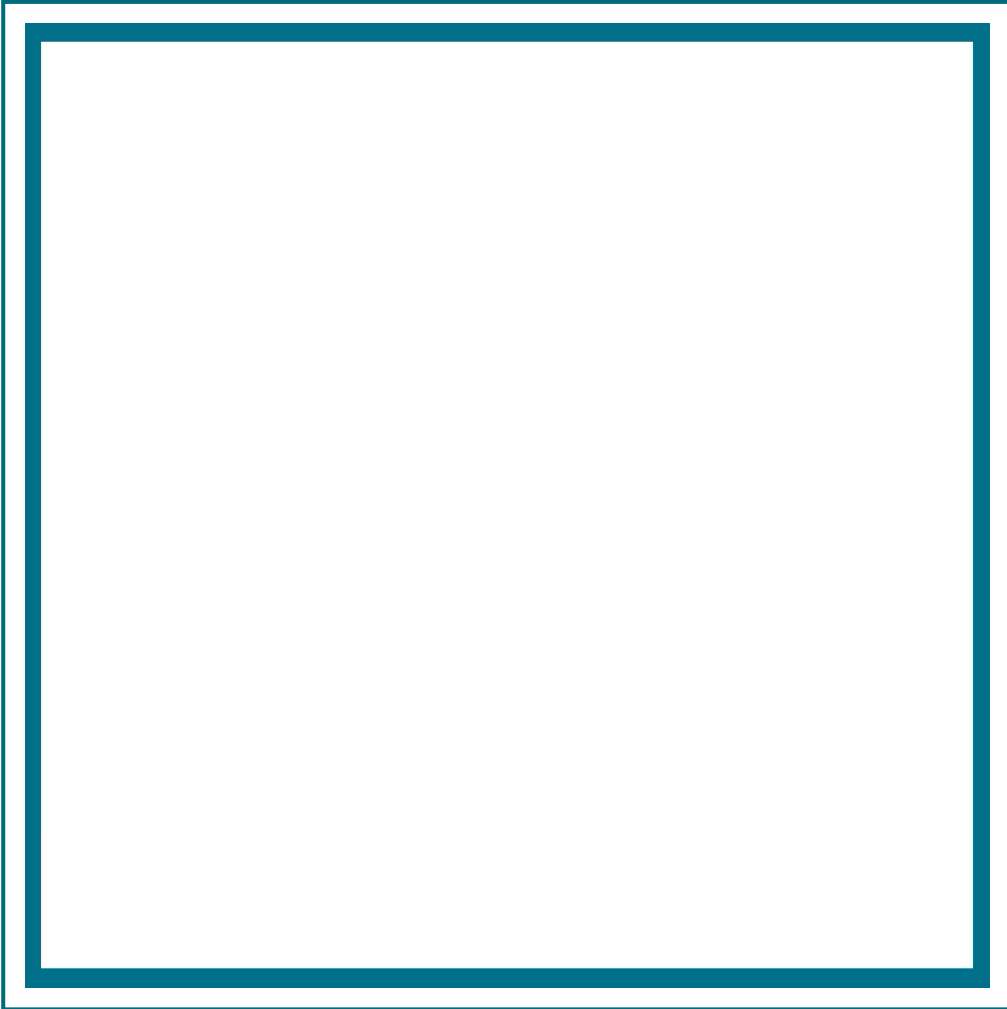
The following assets are intended for partners to use on Facebook, Twitter, Instagram, and LinkedIn.

- 1:1 videos are for all channels.
- 1:1 images are for Facebook and Instagram.
- 16:9 images are for Twitter and LinkedIn.

These assets are not to be customized or altered in any way.

# Explaining the Census – Census Takers

To save video, right-click and select “Save Media as.”

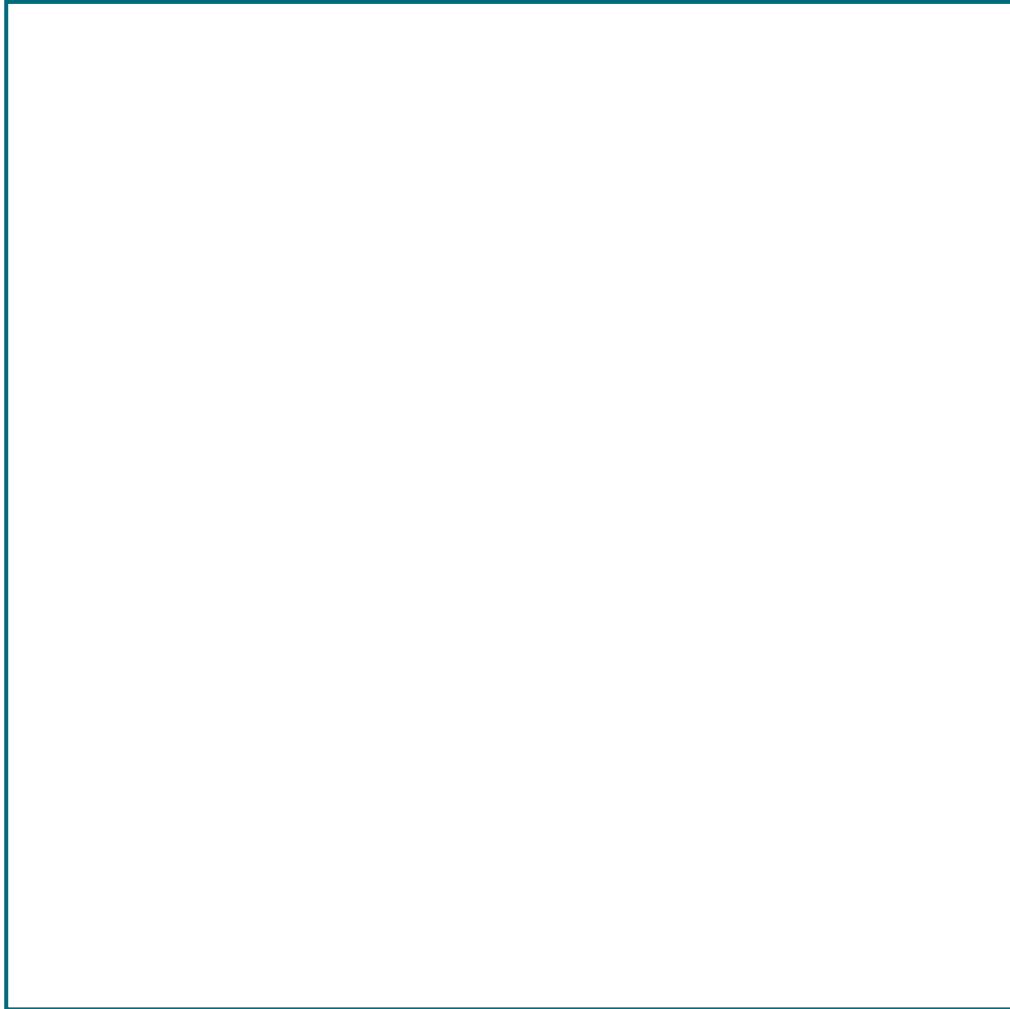


Suggested copy:

It's not too late! Census takers are coming to homes to help you complete the #2020Census. The process is quick and can be done at a safe distance.

# Census Takers Are Visiting Homes

To save video, right-click and select “Save Media as.”

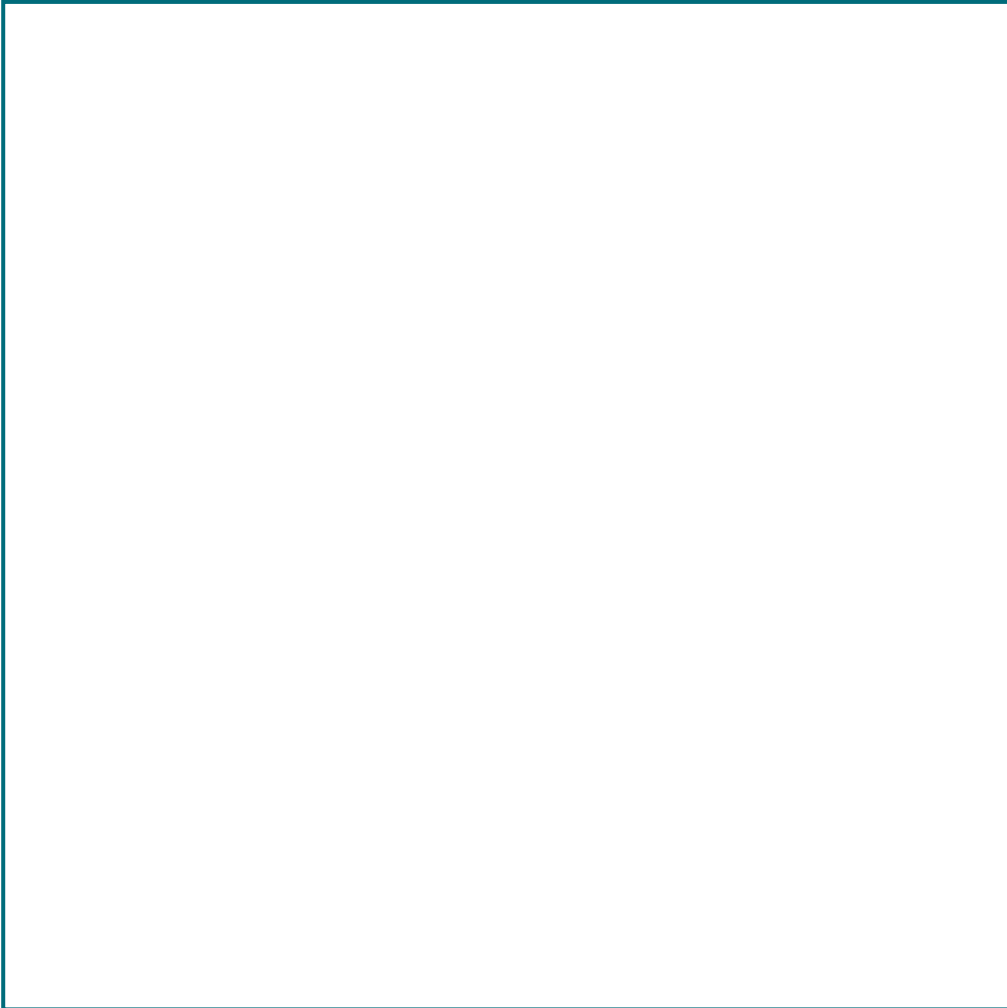


Suggested copy:

The power to shape your community is in your hands. Census takers are visiting homes, but you can still respond now to the #2020Census online or by phone. Learn more at [2020CENSUS.GOV](https://2020CENSUS.GOV).

# Putting Everyone's Safety First

To save video, right-click and select "Save Media as."

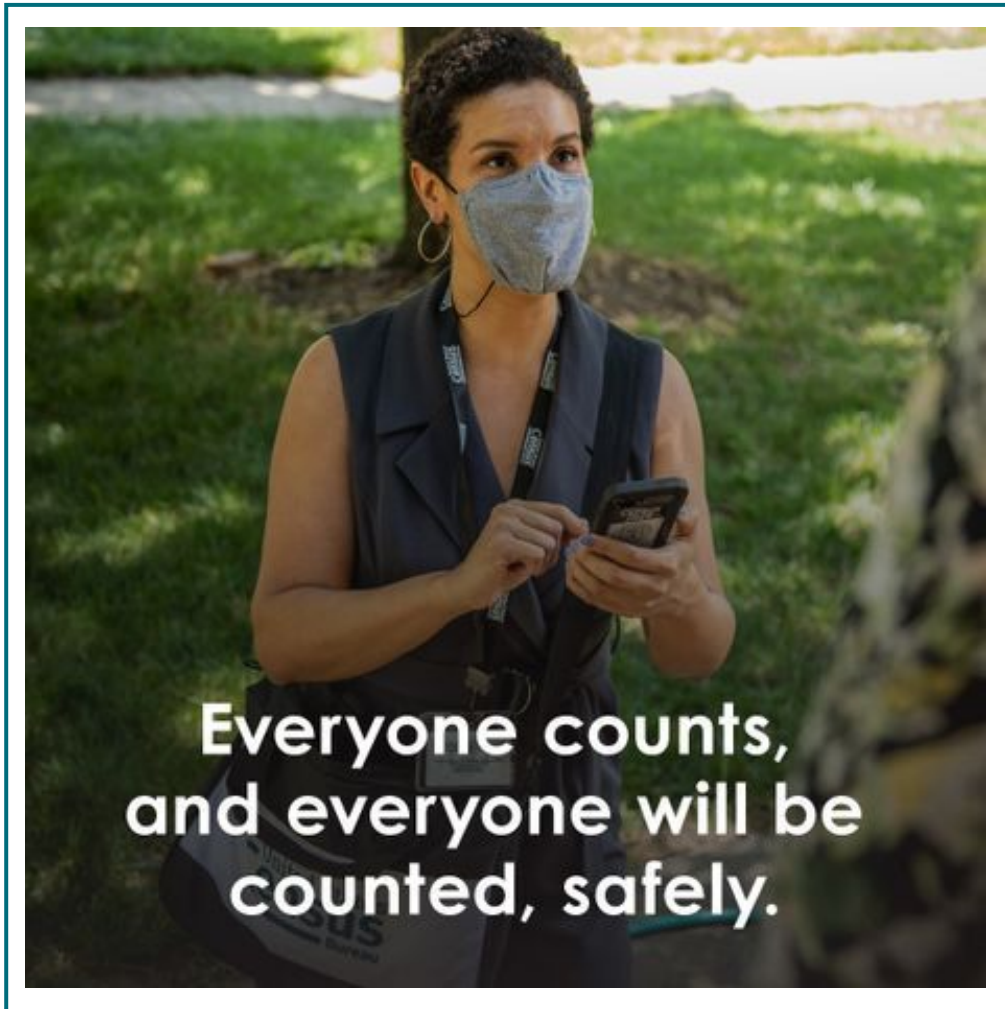


Suggested copy:

Time is running out to respond to the #2020Census. Your safety is the @USCensusBureau's top priority. All census takers will be required to wear masks while conducting their work to help you complete your census form. To learn more, visit [2020CENSUS.GOV/census-takers](https://2020CENSUS.GOV/census-takers).

# Everyone Counts – Safety

To save image, right-click and select “Save as Picture.”

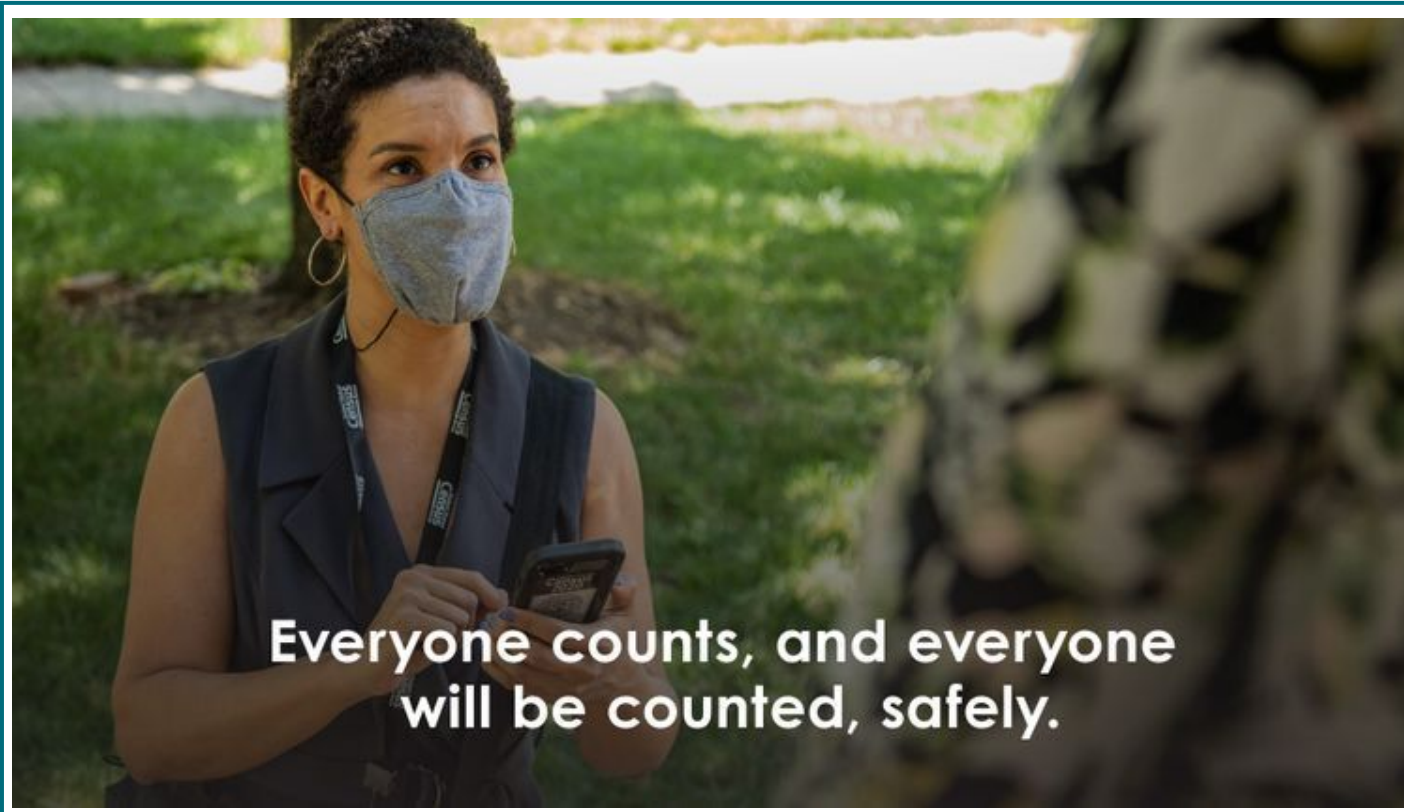


Suggested copy:

Make sure you're counted. We're partnering with the @USCensusBureau to ensure a complete and accurate count in the #2020Census and are dedicated to making sure it is done safely. Learn more at [2020CENSUS.GOV](https://2020CENSUS.GOV).

# Everyone Counts – Safety

To save image, right-click and select “Save as Picture.”



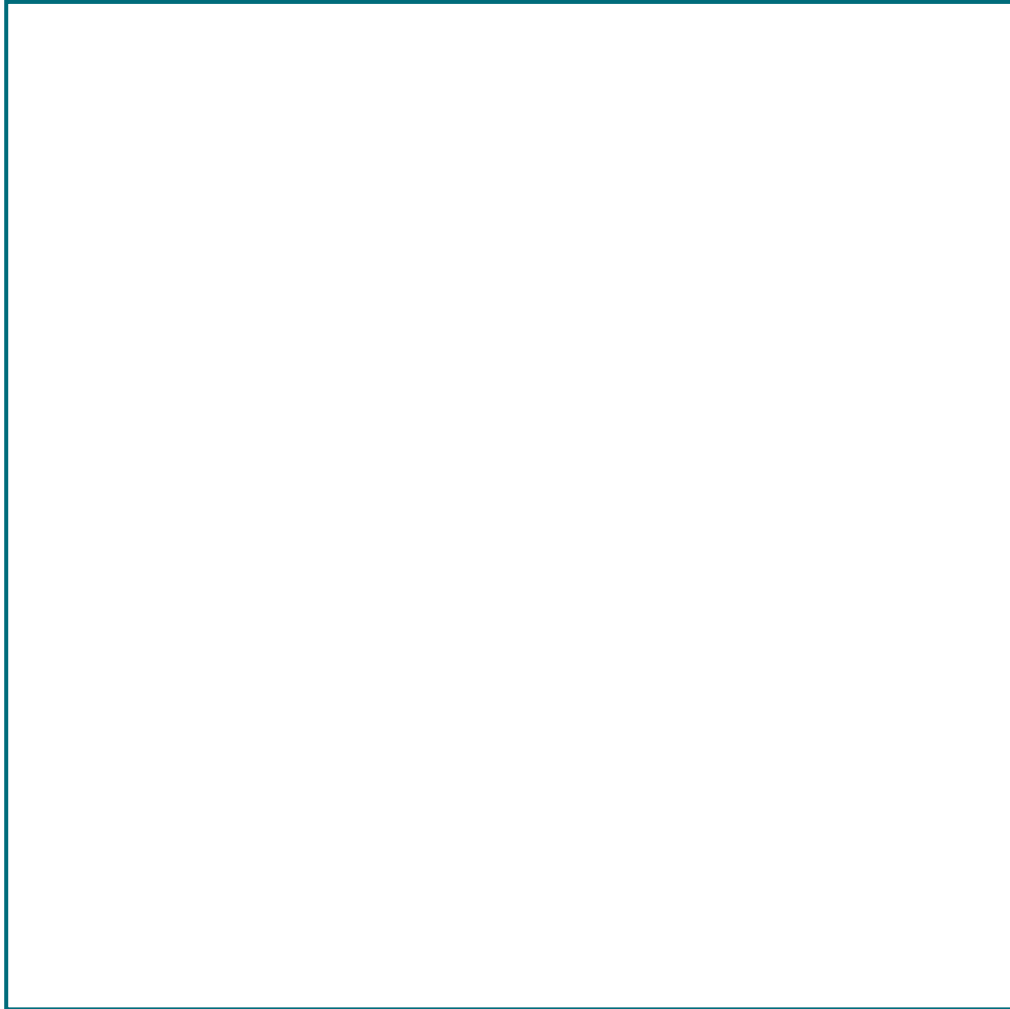
Suggested copy:

Make sure you're counted. We're partnering with the @USCensusBureau to ensure a complete and accurate count in the #2020Census and are dedicated to making sure it is done safely. Learn more at [2020CENSUS.GOV](https://2020CENSUS.GOV).



# Census Takers – Respond Online

To save video, right-click and select “Save Media as.”

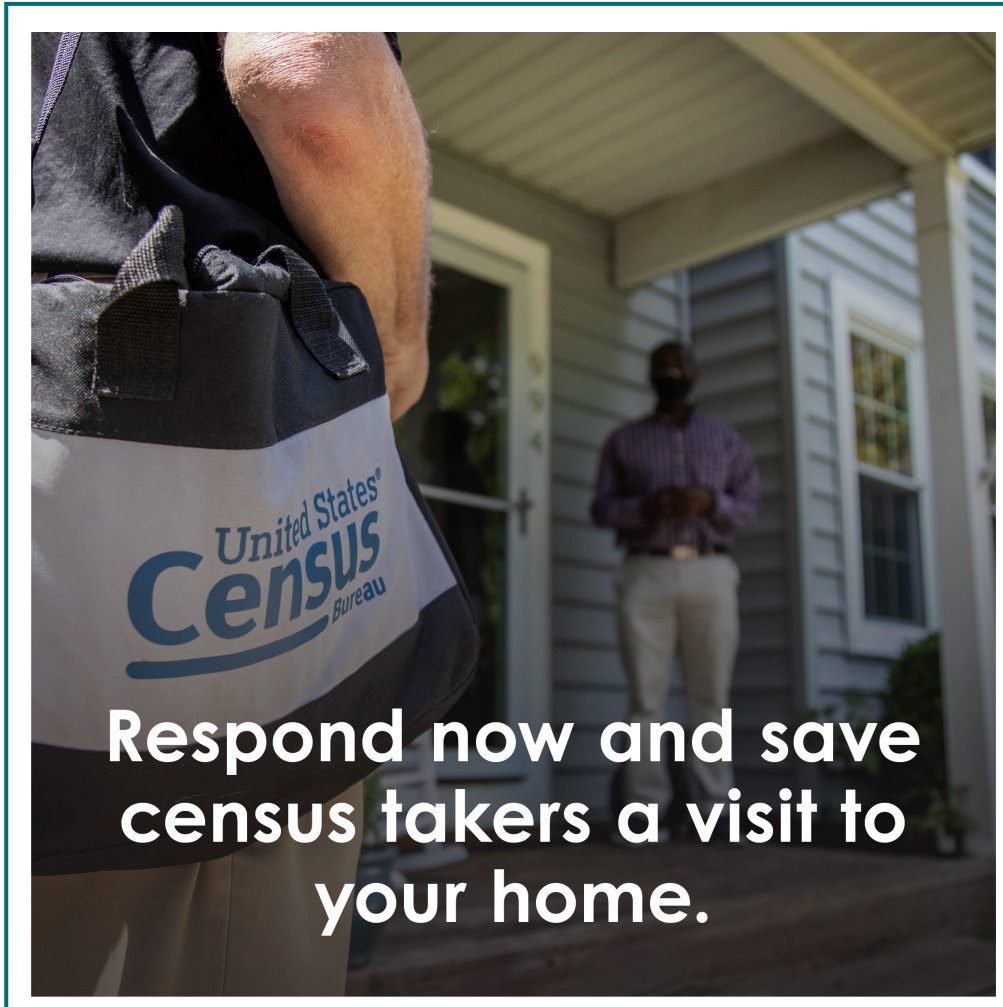


Suggested copy:

Don't miss out! Responding to the #2020Census is safe, easy, and important. Census takers will be visiting homes to help you respond, but you can also complete the 2020 Census online NOW at [2020CENSUS.GOV](https://2020CENSUS.GOV).

# Census Takers – Respond Now

To save image, right-click and select “Save as Picture.”



**Respond now and save  
census takers a visit to  
your home.**

Suggested copy:

Don't risk an undercount in our community. Respond to the #2020Census online now to help ensure a complete and accurate count and save census takers from visiting your home. Respond at [2020CENSUS.GOV](https://2020CENSUS.GOV).

# Census Takers – Respond Now

To save image, right-click and select “Save as Picture.”

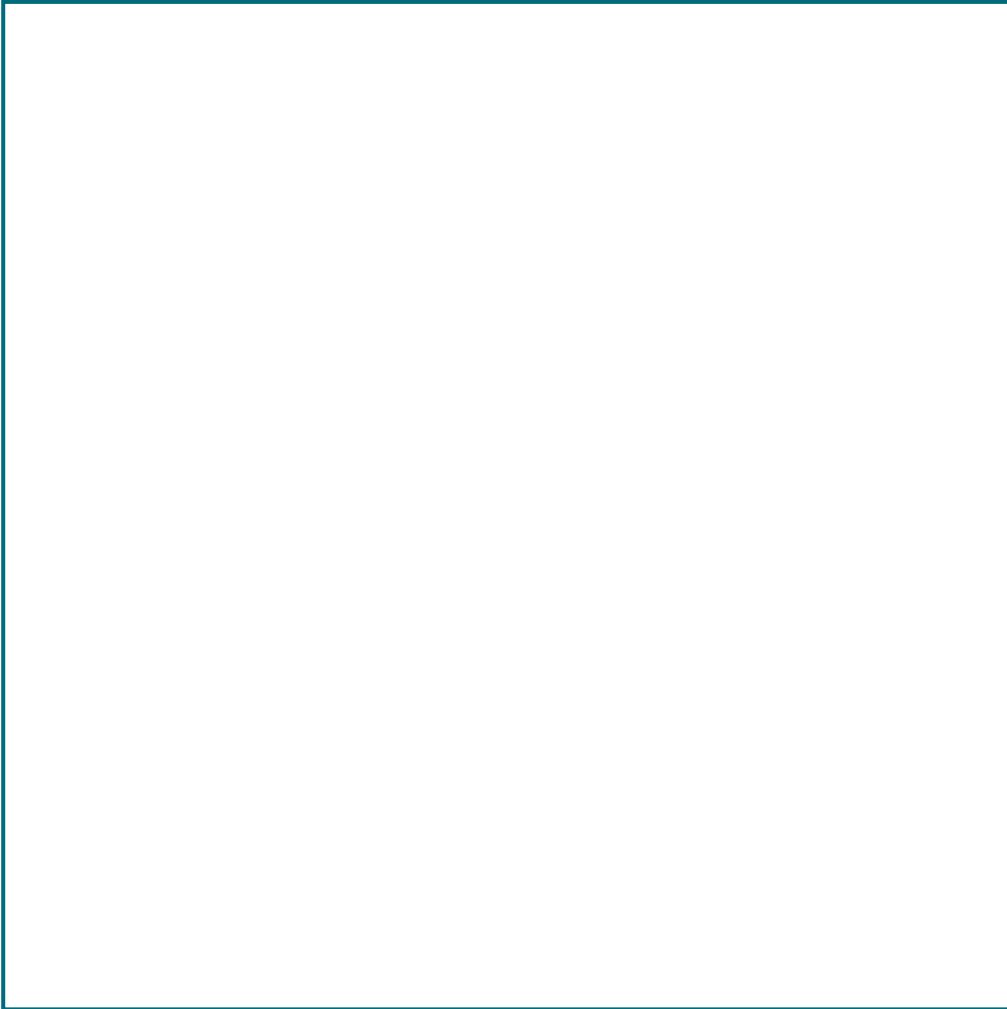


Suggested copy:

Don't risk an undercount in our community. Respond to the #2020Census online now to help ensure a complete and accurate count and save census takers from visiting your home. Respond at [2020CENSUS.GOV](https://2020CENSUS.GOV).

# Census Takers – It's the Law

To save video, right-click and select "Save Media as."



Suggested copy:

Responding to the #2020Census is required by law. You can respond online today at [2020CENSUS.GOV](https://2020CENSUS.GOV) or have a census taker help you complete your census form when they visit your home. It's too important not to respond!



# It's Not Too Late

To save video, right-click and select "Save Media as."



Suggested copy:

It's not too late! Complete the #2020Census today at [2020CENSUS.GOV](https://2020CENSUS.GOV) to make sure your community gets the resources it needs to thrive over the next 10 years, and beyond.

# Change In Our Community

To save video, right-click and select "Save Media as."

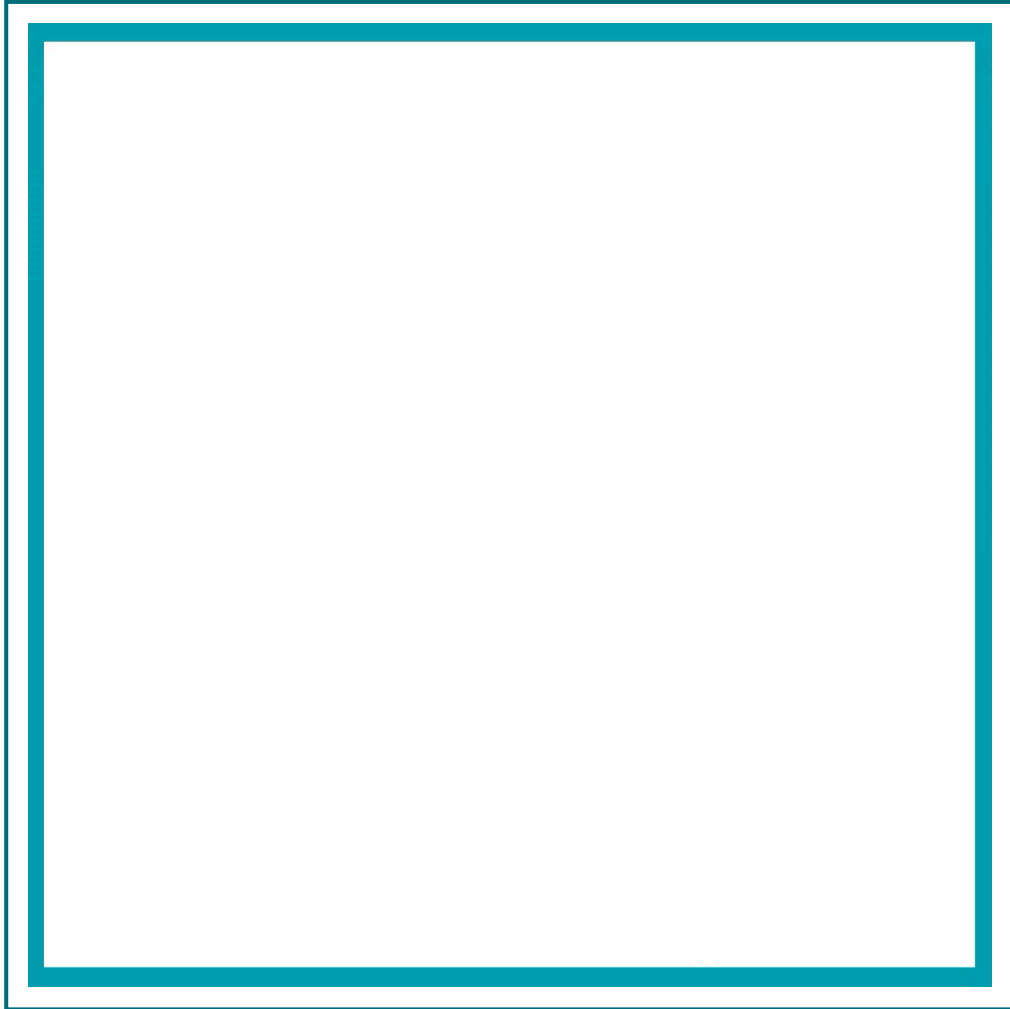


Suggested copy:

Inaction is not an option. If you don't complete the #2020Census, your community could miss out on funding for the next 10 years. It's not too late. Respond online now at [2020CENSUS.GOV](https://2020CENSUS.GOV).

# Explaining the Census – Privacy

To save video, right-click and select “Save Media as.”



Suggested copy:

Your responses to the #2020Census are strictly confidential and protected by law. Don't let privacy concerns stop you from shaping the future of your community. It's not too late – respond today at [2020CENSUS.GOV](https://2020CENSUS.GOV).

# Who Are Census Takers? – Album

These assets are intended to be used in an album or carousel and should not be used individually. To save images, right-click on the image and select “Save as Picture.”



Image 1

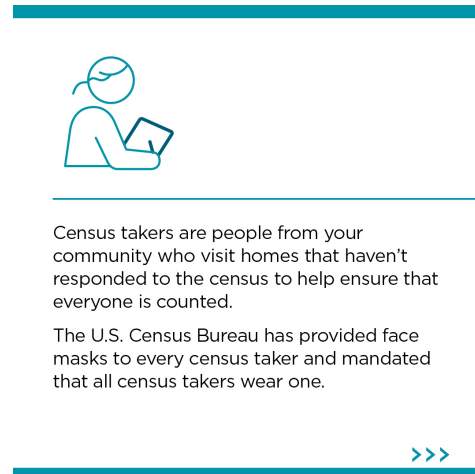


Image 2



Image 3



Image 4

Suggested post copy:

Time is running out! If you haven't responded to the #2020Census, a census taker will visit your household soon to help you respond. Census takers are from your community, and they know that a complete and accurate count will benefit your area. To learn more, visit [2020CENSUS.GOV](https://2020CENSUS.GOV).